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A graduate of Ohio University's E.W. Scripps School of Journalism, Roetzer has consulted for hundreds of organizations, from startups to Fortune 500 companies, and been recognized by Smart ...

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The marketing agency blueprint. The handbook for building hybrid PR, SEO, content, advertising, and web firms. Paul Roetzer. Foreword. When I started HubSpot in June 2006 with my business partner, Dharmesh Shah, our

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experiences with marketing agencies led us to almost entirely avoid working with them.

Roetzer, Nov 30, 2011

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